

ABSTRACT OF THE DISCLOSURE

A head-mounted display (HMD) apparatus is arranged to display a mode selection menu on an image plane in response to an operation on a mode selection switch, to permit selection of an HMD using mode from between an indoor using mode and an outdoor using mode, to increase the setting values of image plane brightness, contrast, contour enhancement, etc., and to store the increased setting values in the outdoor mode. Further, the head-mounted display apparatus is arranged to detect the quantity of external light by means of a light quantity detecting element, and to automatically set the image plane brightness, contrast, contour enhancement, etc., according to the result of detection.